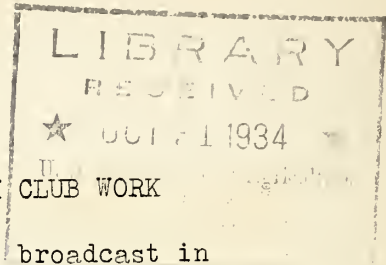


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THE COOPERATION OF BANKERS AND BUSINESS MEN IN 4-H CLUB WORK

A radio talk by C. L. Chambers, Extension Service, broadcast in the National 4-H Club program, National Farm and Home Hour, Saturday, October 6, 1934, by 58 associate NBC radio stations.

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Bankers and business men are showing an increased interest in 4-H Club Work as we climb out of the depths of the depression. They realize perhaps as never before that our Nation's prosperity rests on the farming industry; since the farmer's inability to buy goods proved to be one of the major causes of the depression. They realize, too, that there should be no better way to insure permanent prosperity than to train farm youths to produce and conserve economically and to add beauty, comforts and culture to the rural home. Through observing the achievements of 4-H boys and girls whom they have financed, they have discovered that there is no better medium than 4-H Club Work through which to direct the energy of rural youth into channels of civic usefulness.

The value of helping boys and girls to help themselves has been demonstrated beyond question. Members of civic organizations and bankers associations are acting as "Big Brothers" or sponsors to club members. A club sponsor and his family have a wholesome objective when making an automobile drive into the country. A word of encouragement on the progress the club member has made may fire ambition for greater achievement. "Ambition is the key that unlocks the energy of the human mind, and achievement is the soil in which ambition grows."

One may come surprisingly close to the life of an individual through recognition of his work well done. The reward of seeing a young chest swell out is worth a great deal more than the material cost.

Many bankers' associations and civic clubs provide an annual achievement day banquet for club members where members are given the opportunity to report. Many marvel at the business-like and confident manner in which these youngsters conduct themselves and feel a pride in having fostered the movement.

Often club members reciprocate by inviting club sponsors and their families to a country picnic where the club girl is given the opportunity to show how she can prepare a meal that will make Belshazzar's feast look like a breadline.

The 4-H demonstration involving good farm and home practices creates an alertness to acquire information; not for the sake of storing knowledge, but for the sake of making a venture a success. Responsibility, one of the most difficult characteristics to inculcate, is inspired through ownership. The business transactions involving the keeping of an accurate report afford the best possible training; and we must not forget that probably one of the

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greatest thrills that may be felt in the heart of the youth is that their efforts probably result in lighting the way for others through illustrating the advantage of superior farm and home practices. As soon as a boy begins to wash back of his ears and puts on a fancy tie, he wishes to do great things; not for himself alone, but for others as well. Several metropolitan newspapers have augmented this desire by offering trips for club teams to livestock shows where an elimination contest is held for club teams that have excelled in training others.

Through profit-bearing achievement confidence is inspired and ambition aroused to attack and solve the problems of life. Each step in the procedure creates an ambition for a higher step. For many years bankers and business men have contributed toward educational trips to short courses held at the State A & M Colleges and State and National camps. These trips have inspired many boys and girls with a desire for a college training. Business men have made this training possible through scholarships to the A & M College, which perhaps offers the greatest inspiration in 4-H Club Work. What a satisfaction to gratify high ideals where aspirations burn the strongest, and when implanted will grow and radiate to others during the life of the individual, in fact never die. Carlyle says, "Oh, it is great, and there is no other greatness, to make one nook of God's creation more fruitful, better, more worthy of God; to make some human heart a little wiser, manlier, happier, more blessed and less cursed."

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